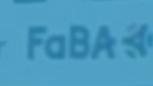


OFFICIAL OPENING

Senator Jana Stewart



australian institute of food science & technology

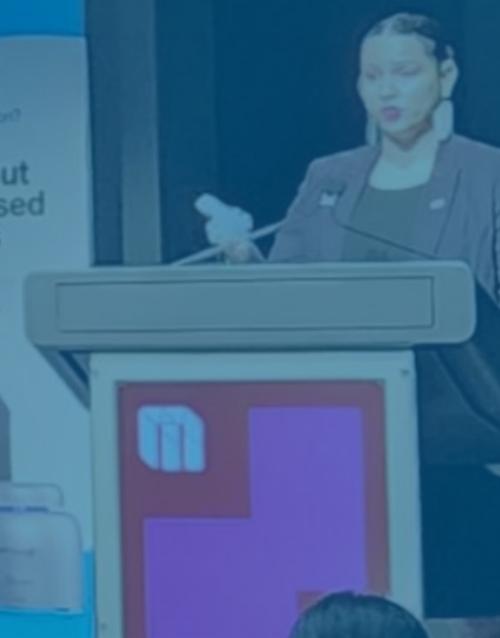
SUPPORTING AUSTRALIA'S FOOD INDUSTRY PROFESSIONALS



Concerned about pathogen contamination?

Ask us about our PCR-based solutions

- Wide range of samples
- Fast, accurate, sensitive
- Portable solution



australian institute of food science & technology

*Food Science – Navigating Our Future*

AIFST24

Tuesday 6<sup>th</sup> & Wednesday 7<sup>th</sup> August 2024

Sydney International Convention & Exhibition Centre

SYDNEY

# PARTNERSHIP OVERVIEW

AIFST is Australia's premier, member-based institute representing food scientists and technologists.

Our purpose is to unite food industry professionals in the science of feeding our future.

Our mission is to advance and inspire all food sector professionals through education, collaboration and recognition to champion a robust, innovative science based Australian food industry to meet future food needs.

AIFST provides partnership opportunities for companies who wish to link their brand to the food industry's leaders and innovators. A range of packages are available in 2024 and AIFST is available to discuss ways in which we can assist your brand in reaching your target audience.

---

Talk to AIFST today about partnering in 2024 by contacting:

Clive Russell, AIFST Partnership Manager

M: 0407 666 188 | E: [clive.russell@aifst.com.au](mailto:clive.russell@aifst.com.au)



# AIFST24

AIFST will celebrate the 2024 convention at the Sydney International Convention & Exhibition Centre from Tuesday, 6 Aug 2024 – Wednesday, 7 Aug 2024.

## PARTNERSHIP CATEGORIES

AIFST offers different partnership categories to ensure your brand reaches the right target audience and delivering great value for spend. In 2024, partnerships are available across the following areas:

**PREMIUM PARTNERSHIPS**

**SOCIAL & NETWORKING FUNCTIONS**

**CATERING**

**PROGRAM & CONTENT**

**CONVENTION COLLATERAL**

**EXHIBITION BOOTHS**

# 2024 ADDITIONAL PARTNERSHIP BENEFITS

**Along with individual package inclusions listed, all partnership packages automatically receive the following additional benefits:**

- Exposure to AIFST's member database via direct Convention promotions
- Company logo printed in *food australia* journal, which provides reach to over 5,000 food industry professionals
- Direct access to 300+ Convention delegates to communicate brand and message
- Company logo on display on the AIFST website Convention page with a hyperlink to your nominated web page
- Company logo included in our list of convention partners in all industry e-newsletter promotions
- Customised Post-Convention Partnership Report detailing measurable ways in which you benefited from partnership with AIFST, including brand reach
- Offered first rights to the following year Convention Partnership Packages, ensuring your company continues to receive the ongoing benefits of partnering with AIFST
- All 2024 Convention Partners receive a 10% discount\* on any advertising in *food australia* or AIFST communication platforms (website, e-newsletters & social media) until end of 2024 (\*unless otherwise specified in package)



# PREMIUM PARTNERSHIP PACKAGES



australian institute of  
**food science & technology**

# GOLD PARTNER

1 OPPORTUNITY

\$15,000+ GST.



## Package includes:

- Provision of 20-minute presentation at the Convention on an agreed topic in line with the Convention theme (*program timing subject to allocation by AIFST based on program format*) – *Gold Partner Address*
- 3 x complimentary full Convention registrations (*including all social functions*)
- 1 x premium exhibition booth for the duration of the convention
- 2 x company banners on display for the duration of the convention on plenary main stage
- Company logo prominently featured on AIFST Convention program and Convention promotional material
- Company logo featured on Convention electronic presentations throughout the Convention, *as appropriate*
- Opportunity to nominate potential session speakers (*subject to AIFST approval*)
- 1 x satchel insert – promotional item or corporate material in Convention delegate satchel
- 1 x full page advertisement in the first edition of *food australia* journal for 2025
- 30% discount on advertising taken in any 2024 *food australia* journal (additional to the above mentioned) and for any AIFST digital advertising

---

**Previous Gold Partners have included: Hygiena, Neogen, IFT, The University of Melbourne, NSW Food Authority (DPI), POD Research and Strategy, BioMérieux, FIAL**

# SILVER PARTNER

2 OPPORTUNITIES

\$10,000+ GST ea.

## Package includes:

- 2 x complimentary full Convention registrations (*including all social functions*)
  - Company logo prominently featured on AIFST Convention program and Convention promotional material
  - Company logo featured on Convention electronic presentations throughout the Convention, *as appropriate*
  - Opportunity to nominate a session speaker (*subject to AIFST approval*)
  - 1 x satchel insert – promotional item or corporate material in Convention delegate satchel
  - 25% discount on advertising taken in any 2024 *food australia* journal and for any AIFST digital advertising
- 



Previous Silver Partners have included: Charles River, KHQ Lawyers, BVAQ, NSW Food Authority (DPI), FIAL and DTS Food Assurance, SGS Australia, Sage, GS1, POD Research & Strategy

# BRONZE PARTNER

4 OPPORTUNITIES

\$3,750+ GST ea.

## Package includes:

- 1 x complimentary full Convention registrations (*including all social functions*)
- Company logo prominently featured on AIFST Convention program and Convention promotional material
- Company logo featured on Convention electronic presentations throughout the Convention, *as appropriate*
- 1 x satchel insert – promotional item or corporate material in Convention delegate satchel
- 15% discount on advertising taken in any 2024 *food australia* journal and for any AIFST digital advertising





# EXHIBITION BOOTHS

# PREMIUM EXHIBITION BOOTH

6 OPPORTUNITIES

\$6,000+ GST ea.

The 2024 AIFST Convention provides companies with a limited opportunity to showcase and participate in a premium trade display. The booth location will create greater opportunities to foster new relationships and increase business exposure to delegates and food industry professionals through a central booth location.

## Package includes:

- 1 x 3m x 3m Exhibition booth for the duration of the Convention (*booth will be prebuilt & supplied & includes one power outlet, however additional power, branding & fit out not included*)
- Company logo featured on AIFST digital Convention program and Convention promotional material
- 1 x complimentary full Convention registration (*including all social functions*)
- Central booth location in prime position with prominent visibility and greater foot traffic to put your brand front and centre

# STANDARD EXHIBITION BOOTH

16 OPPORTUNITIES

\$5,000+ GST ea.

The 2024 AIFST Convention provides the opportunity for companies to participate in a trade display as a platform to communicate and connect their brand with delegates and food industry professionals.

## Package includes:

- 1 x 3m x 3m Exhibition booth for the duration of the Convention (*booth will be prebuilt & supplied & includes one power outlet, however additional power, branding & fit out not included*)
- Company logo featured on AIFST digital Convention program and Convention promotional material
- 1 x complimentary full Convention registration (*including all social functions*)



# SOCIAL FUNCTIONS & NETWORKING PACKAGES



australian institute of  
food science & technology

# TWILIGHT NETWORKING EVENT

1 OPPORTUNITY \$10,000+ GST ea.

Full supporter naming rights of the Convention's ever popular networking event. The Twilight Networking Event, Social Evening (formerly known as Food & Wine event), will be held on Tuesday 6<sup>th</sup> August 2024.

## Package includes:

- Provision of 7-minute presentation at the Convention on an agreed topic in line with the Convention theme (*program timing subject to allocation by AIFST based on program format*)
- Provision of a promotional video during the Convention to recognise and promote company's partnership of the Twilight Networking Event (*2 mins and supplied by company*)
- 2 x company banners on display during the Twilight Networking Event
- 1 x complimentary full Convention registration (*including all social functions*)
- 1 x additional complimentary ticket to the Twilight Networking Event
- Company logo featured on AIFST Convention program and Convention promotional material
- Company logo on Food & Wine Social evening promotions and collateral
- 1 x satchel insert – promotional item or corporate material in Convention delegate satchel
- 25% discount on advertising taken in any 2024 *food australia* journal and for any AIFST digital advertising



This event will follow COVID Safe protocols

# RISE AND SHINE CAREER CONNECT EVENT

1 OPPORTUNITY \$2,500+ GST ea.

Launched at the 2016 Convention, the “Rise and Shine: Career Connect Event” (formerly the Young Professionals & Mentoring Networking Breakfast), provides a forum for our future industry leaders to network with their peers while hearing from industry leaders. The breakfast provides the opportunity for your company to link your brand to the future of the industry.

## Package includes:

- Provide Host for Breakfast, *if desired*
- Option to provide an industry speaker to present during Breakfast (*subject to AIFST approval*)
- 2 x company banners on display for the duration of the breakfast
- 1 x complimentary Convention registration (*including social functions*)
- 1 x satchel insert – promotional item or corporate material in Convention delegate satchel
- Company logo featured in AIFST Convention program



*This event will follow COVID Safe protocols*

# CATERING PACKAGES



australian institute of  
**food science & technology**

# LUNCH PARTNER

2 OPPORTUNITIES

\$2,200+ GST ea.

# MORNING & AFTERNOON TEA PARTNER

3 OPPORTUNITIES

\$1,200+ GST ea.

Naming rights for Tuesday or Wednesday Convention Lunch.

## Package includes:

- Up to 3 x company banners on display during the lunch
- Recognition on catering tables with appropriate signage (*where appropriate*)
- 1 x satchel insert – promotional item or corporate material in Convention delegate satchel

*This event will follow COVID Safe protocols*

Naming rights for Tuesday or Wednesday Morning Tea or Tuesday Afternoon Tea

## Package includes:

- Up to 3 x company banners on display during the lunch
- Recognition on catering tables with appropriate signage (*where appropriate*)
- 1 x satchel insert – promotional item or corporate material in Convention delegate satchel

*This event will follow COVID Safe protocols*



# CONVENTION COLLATERAL PACKAGES



australian institute of  
**food science & technology**



# VOLUNTEERS T-SHIRT PARTNER

1 OPPORTUNITY

\$2,200+ GST ea. + COSTS\*

**Volunteers play a vital role in the success of our conventions year after year. In 2024, we have a unique opportunity for you to link your brand with our hardworking, professional volunteers.**

## Package Includes:

- Company logo featured prominently on the back of volunteers' t-shirts for the duration of the Convention
- Choice of t-shirt colour (*subject to AIFST approval and availability*)
- 1 x complimentary full Convention registration (*including all social functions*)
- Company logo featured on AIFST Convention program and Convention promotional material
- 1 x satchel insert – promotional item or corporate material in Convention delegate satchel

*\* Costs include cost of t-shirts at purchase price, printing and delivery*



# DELEGATE SATCHELS

# DELEGATE LANYARDS

1 OPPORTUNITY

\$3,000+ GST ea. + COSTS\*

1 OPPORTUNITY

\$1,500+ GST ea. + COSTS\*

## Package includes:

- Company logo and AIFST Convention logo on all satchels distributed to delegates  
*(branding to be approved by AIFST)*
- Sourcing and printing of approximately 350 satchels
- 1 x complimentary Convention registrations *(including social functions)*
- 1 x satchel insert – promotional item or corporate material in Convention delegate satchel
- Company logo featured in AIFST Convention program

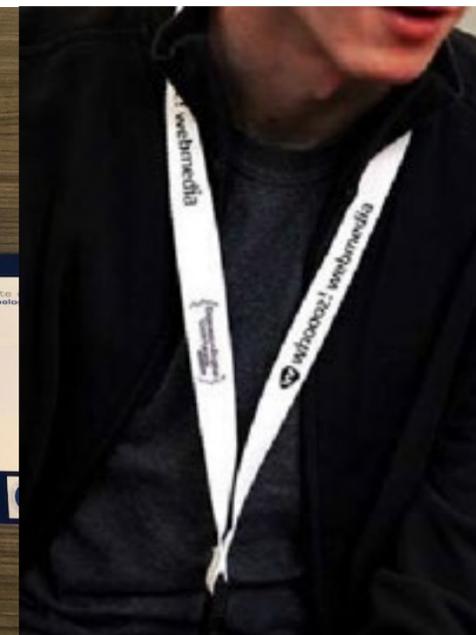
*\*Costs include cost of satchels at purchase price and logo printing*

## Keep your brand front and centre during the Convention as the sole lanyard partner.

## Package includes:

- Company logo on all delegate lanyards *(supplied by Partner, design to be approved by AIFST)*
- Company logo featured in AIFST Convention program

*\*Costs include cost of lanyards at purchase price – alternatively lanyards can be supplied by AIFST*



# NOTEPAD PARTNER

1 OPPORTUNITY

\$1,200+ GST + COSTS\*

Included in the delegates' satchels, the notepads are a prominent place to merchandise your brand throughout the Convention and long after the event finishes.

**Package includes:**

- Company logo printed on notepads (*notepads to be supplied by company*)
- Recognition as the notepad partner on the Convention website and collateral
- Notepads will go into delegates satchels

*\*Costs include cost of notepads at purchase price*

# PENS PARTNER

1 OPPORTUNITY

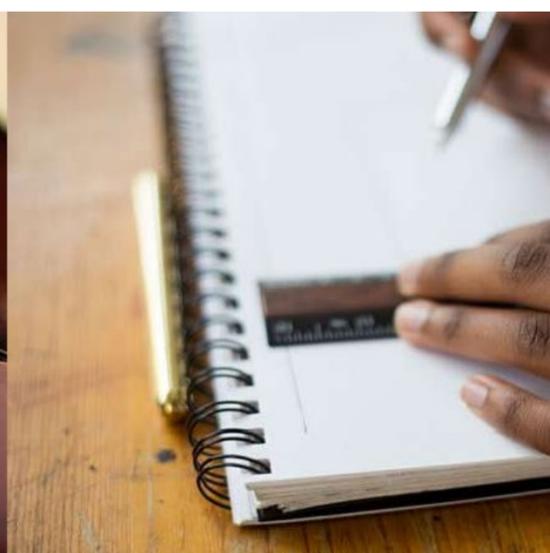
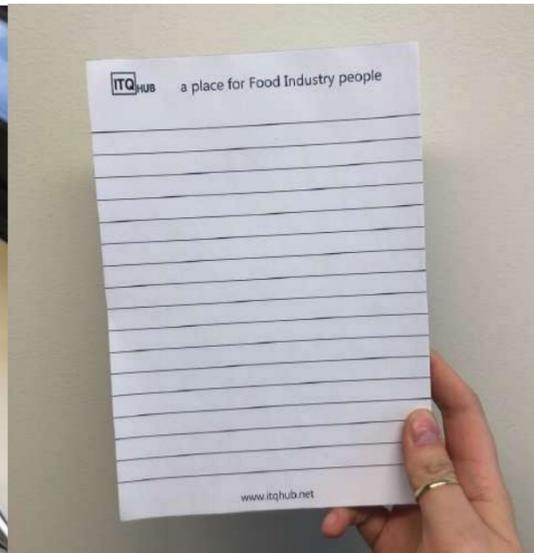
\$1,200+ GST + COSTS\*

Included in the delegates' satchels, pens are a great opportunity to promote your brand throughout the Convention and long after the event finishes.

**Package includes:**

- Company logo printed on pens (*pens to be supplied by company*)
- Recognition as the pen partner on the Convention website and collateral
- Pens will go into delegates satchels

*\*Costs include cost of pens at purchase price*



# SATCHEL INSERT

**\$750+ GST ea. + COSTS\***

**Include your promotional material in delegate satchels and take advantage of the opportunity to promote your brand directly to food industry professionals. This opportunity provides a great potential for networking and business deal offers targeted to Convention delegates.**

## **Package includes:**

- 1 x company brochure or advertising material inserted into delegates' satchels (*material to be provided by company*)
- Company product\* samples may be included upon request (cost subject to negotiation) and may include water bottles, product samples/snacks, USBs, tissue packs, sticky notes etc.

*\*Please note satchel inserts cannot include notepads or pens.*



# PROGRAM AND CONTENT PACKAGES



australian institute of  
**food science & technology**

# POSTER COMPETITION PARTNER (to be virtual)

1 OPPORTUNITY

\$1,200+ GST ea.



**Opportunity to partner with Australia's leading and up-and-coming researchers presenting their latest findings and innovations as the exclusive Convention Poster Display Partner. To give students not able to travel the opportunity to be part of this competition, we will hold this competition "virtually". Judges choose the best posters, and winners will be announced during the Convention Awards Session.**

## Package Includes:

- Company logo featured
  - Nominate a judge for the poster competition, if desired
  - 1 x complimentary registration to the AIFST24 Convention
  - Company logo featured in AIFST online Convention program
  - Winners will be announced during the Convention
  - Logo in *food australia* post convention edition & Bitesize monthly e/newsletters
  - Inclusion of company logo on AIFST website & hyperlink
-

# TALK TO AIFST TODAY

Talk to AIFST today about partnering in 2024 by contacting:

**Clive Russell**

**AIFST Partnership Manager**

**0407 666 188 | [clive.russell@aifst.com.au](mailto:clive.russell@aifst.com.au)**

Contact us

W | [aifst.asn.au](http://aifst.asn.au)

E | [aifst@aifst.com.au](mailto:aifst@aifst.com.au)

P | 0447 066324

